Business & Employer Data Survey

2025 Summary

The Business & Employer Data Survey is conducted annually between May and August.

Data is collected from brick-and-mortar business locations across Barrie through in-person interviews and follow-up phone calls and emails as needed.

3,750 of **4,389** business locations responded to the survey

= response rate of **85.4 per cent**

4,389
Total Businesses Visited

64,619
Total Surveyed Employment

43,263
Full-time Employees

18,425
Part-time Employees

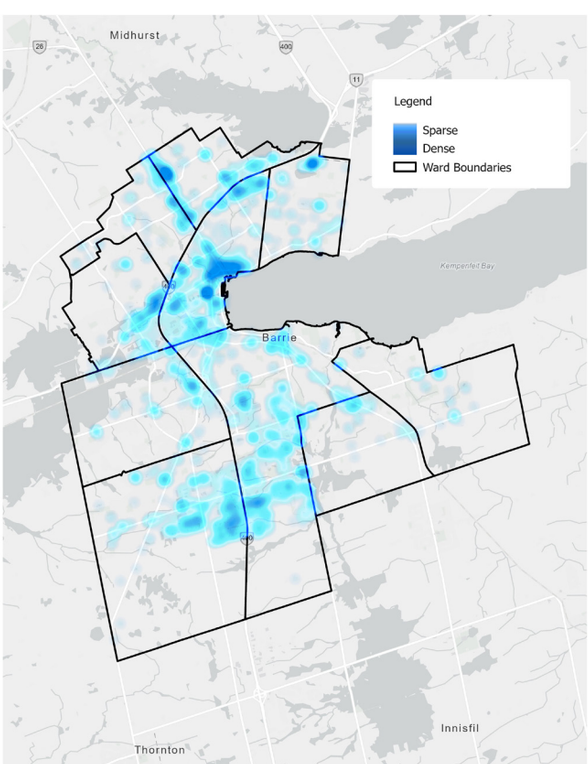
2,931
Seasonal Employees

Survey Scope

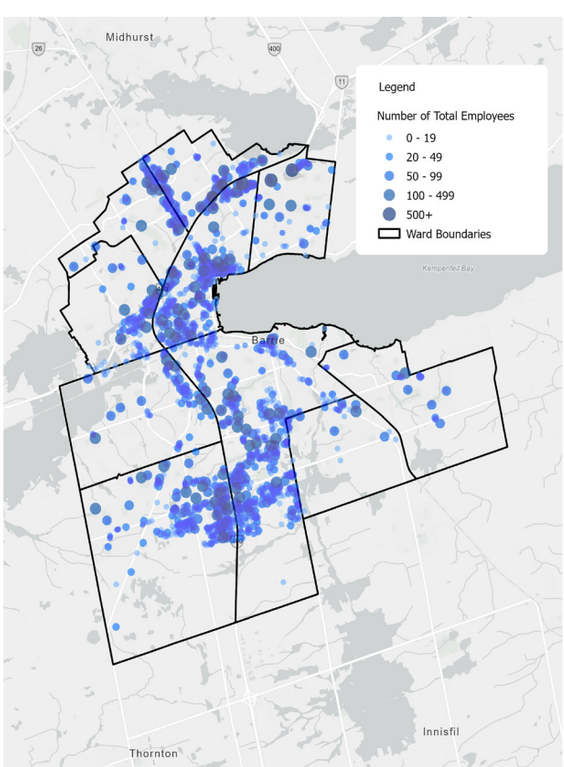
The employment figures presented here are based on the 85.4 per cent of Barrie's brick-and-mortar business locations that provided survey responses in 2025. This provides a strong representation of the city's traditional business landscape. However, the survey does not include self-employed individuals or home-based businesses; therefore, the data does not reflect Barrie's total number of businesses or overall employment.

Barrie's businesses and jobs are spread across the city, with concentrations following major transit corridors, which are key for the movement of goods and talent across the city.

Business Concentration



Employment Concentration



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Barrie is home to a well-diversified economy, no single industry accounts for more than 19 per cent of the city's business base or total employment. Advanced manufacturing and knowledge-based industries are key drivers of growth.

Top Five Industries
by Number of Establishments
1 Retail trade 19%
2 Health care and social assistance 15%
3 Other services (except public administration) 13%
4 Accommodation and food services 11%
5 Professional, scientific and technical services 7%
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Top Five Industries
by Number of Full-time Employees
1 Health care and social assistance 19%
2 Manufacturing 16%
3 Retail trade 12%
4 Educational services 9%
5 Professional, scientific and technical services 8%
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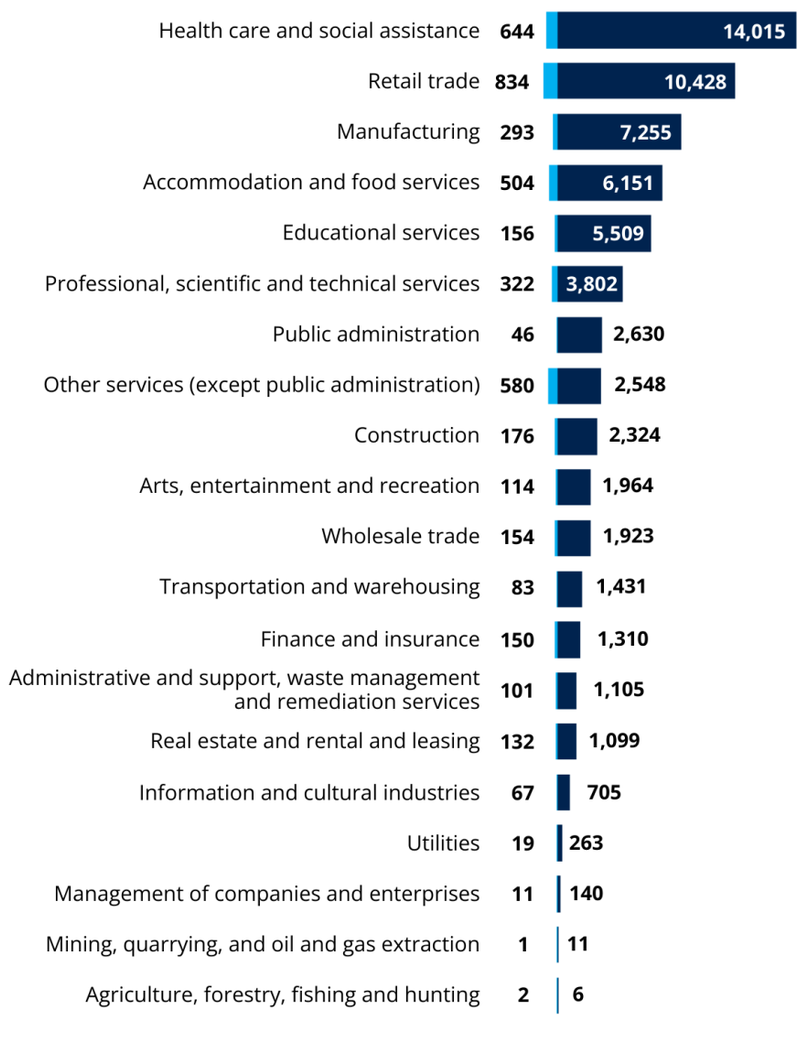
Establishment and Total Employment by Industry


Health care and social assistance 644 14,015
Retail trade 834 10,428
Manufacturing 293 7,255
Accommodation and food services 504 6,151
Educational services 156 5,509
Professional, scientific and technical services 322 3,802
Public administration 46 2,630
Other services (except public administration) 580 2,548
Construction 176 2,324
Arts, entertainment and recreation 114 1,964
Wholesale trade 154 1,923
Transportation and warehousing 83 1,431
Finance and insurance 150 1,310
Administrative and support, waste management and remediation services 101 1,105
Real estate and rental and leasing 132 1,099
Information and cultural industries 67 705
Utilities 19 263
Management of companies and enterprises 11 140
Mining, quarrying, and oil and gas extraction 1 11
Agriculture, forestry, fishing and hunting 2 6
Number of Businesses
Total Employment

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